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CITY OF NORTHAMPTON
MASSACHUSETTS

In the Year Two Thousand and Sixteen

Upon the Recommendation of Office of Planning and Sustainability & Planning Board

16.004

An Ordinance

Relative to specifications on sign lighting in residential and commercial districts
and creating specifications for dynamic display boards.

An Ordinance of the City of Northampton, Massachusetts, providing that the Code of Ordinances, City of Northampton, Massachusetts, be amended by revising section 350-7.2 7.3 7.4 of said code; providing for specifications on sign lighting in residential and commercial districts and creating specifications for dynamic display boards.

ORDINANCE

An Ordinance of the City of Northampton, Massachusetts. Be it ordained by the City Council of the City of Northampton, in City Council assembled, as follows:

SECTION 1

That §350-7.2 of the Code of Ordinances be amended as follows:

16.005

7.2 B amended as shown:

A sign (including temporary interior window displays or banners) or its illuminator shall not by reason of its location, shape, size, or color interfere with traffic or be confused with or obstruct the view or effectiveness of any official traffic sign, traffic signal, or traffic marking. A sign or any part thereof which moves or flashes, ~~all signs of the traveling light or animated type, and all beacons and flashing devices are prohibited,~~ except that such portions of a sign as consist solely of indicators of time and/or temperature ~~or automatically changing message~~ shall comply with the requirements herein as dynamic display ~~be permitted if the Planning Board and Chief of Police determine that the sign is not a hazard to traffic and pedestrian safety.~~ All illumination of signs must be in conformance with § 350-12.2.

7.2T {New subsection in general sign standards to define outdoor dynamic display }

Dynamic display sign means any sign designed for outdoor use that is capable of displaying a video signal, including, but not limited to, cathode-ray tubes (CRT), light-emitting diode (LED) displays, plasma displays, liquid-crystal displays (LCD), or other technologies used in commercially available televisions or computer monitors. Signs with this technology which are placed by a public agency for the purpose of directing or regulating pedestrian or vehicle movement use are exempt from this ordinance.

7.2U {New subsection in general sign standards to prohibit mobile dynamic display }

A dynamic display sign on, in, or part of any portable/mobile vehicle parked in view of the public way, whether registered or unregistered and which carries, displays, any sign or billboard for the primary purpose of advertising will be regulated as a ground sign (see relevant district allowances for ground signs).

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That §350-7.3 of the Code of Ordinances be amended as follows:

7.3C {Signs in Residential Districts}

Institutional and other non-residential uses in residential districts allowed in accordance with:

1) Each membership club, funeral establishment, nursing care facility~~hospital, , community facility or public utility~~ may have one ground identification sign ~~(not to exceed~~ up to a maximum of 10 square feet in surface area~~).~~ If signs are illuminated, they may only be illuminated between the hours of 7 AM and 10 PM.

2) C~~and~~ churches, community ~~facilities~~ centers~~not places of public assembly~~, schools may have one ~~additional~~ ground sign up to a maximum of ~~(not to exceed~~ 40 square feet in surface area~~).~~ Such signs shall be set back at least 1/2 the required depth of the front yard setback. ~~provided that such sign(s), if lighted, shall be illuminated internally or by indirect method with white light only and in conformance with § 350-12.2.~~ Signs may only be illuminated between the hours of 7 AM and 10 PM. Signs may contain dynamic display, as defined in 7.2T above, so long as the following are met:

- a) The dynamic display area may be no more than one-half the total sign area

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- b) Minimum display time between display changes shall be 30 minutes. Transition time to next display shall be less than one second.
- c) Display boards shall not emit sound.
- d) If images are displayed, only static, non-fluctuating, non-changing video images allowed.
- e) Signs must have photocells that automatically dim in dark conditions in direct correlation to natural ambient light conditions. At no time, shall the sign lights be greater than .3 footcandles above ambient light conditions.

3) ~~and such signs shall be set back at least 1/2 the required depth of the front yard setback.~~ Tourist home/bed-and-breakfast establishments ~~facilities~~ may have one identification sign, attached flush to the structure (not to exceed three square feet in surface area), provided that such sign, if lighted, shall be ~~illuminated by indirect method with white light only~~ in conformance with § 350-12.2 and may only be illuminated between the hours of 7 AM and 10 PM. ~~;~~

That §350-7.3D of the Code of Ordinances be amended as follows:

7.3D. For approved residential subdivisions, townhouse, multifamily, and open space developments, one ground sign identifying the development, provided that:

(4) If lighted, ~~it shall be illuminated internally, or by indirect method with white light only and must be in conformance with § 350-12.2~~ may only be illuminated between the hours of 7 AM and 10 PM. No dynamic displays allowed.

That §350-7.4B6 / D of the Code of Ordinances be amended as follows:

New 7.4B6- ~~+~~ Illumination for wall signs Commercial district sign section ~~+~~

Dynamic displays shall comply with:

- a) Minimum display time between display changes shall be 1 minute. Transition time to next display shall be less than one second.
- b) Display boards shall not emit sound.
- c) The display must be turned off at the close of business
- d) Signs must have photocells that automatically dim in dark conditions in direct correlation to natural ambient light conditions. At no time, shall the sign lights be greater than .3 footcandles above ambient light conditions.

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7.4D Business signs shall be permitted as ground signs as ~~follows~~ 350.12.2. Dynamic displays must comply with 7.4B6, above except the following. Informational boards may emit sound only if such boards are used as accessory to drive-through sales and service establishments and if they are not directed/oriented to the street. Such boards are not considered ground signs under these provisions. ~~;~~

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In all I, BP and PV Districts, the following exterior signs, and no others, are permitted:

A. Signs permitted in § 350-7.3 (R Districts), subject to the same regulations.

B. Business signs shall be permitted as follows:

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(1)7.5 In all GI and BP Districts and for PV Districts as provided in Subsection D below not more than two wall signs for each building, provided that each sign:

(c) If lighted, ~~each shall be illuminated internally or by indirect method with white light only and shall be in conformance with § 350-12.2.~~ comply with lighting standards in 7.4B(6) whether dynamic or static;

(3)In all OI, GI and BP Districts, and for PV Districts as provided in Subsection D below, one ground sign for each building, provided that:

(d)If lighted, it shall ~~comply with lighting standards in 7.4B(6) whether dynamic or static display~~ ~~be illuminated internally or by indirect method with white light only and shall be in conformance with § 350-12.2.~~